FOOD PRE VUE

A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture — December 29, 1958
Agricultural Marketing Service — F P - 24

MEAT...........Supplies will be larger, during next few months, than in same period a year earlier, with most of gain in pork.

Beef.........Supplies of best quality beef (from fed cattle) will probably be a little larger this winter than last, but supplies from grass cattle will continue relatively small. Calf slaughter will continue at reduced level.

Pork.........Pork supplies likely to be substantially above a year earlier by spring, and to continue so through year. Fall pig crop (marketed during the following spring) was up sharp 17% from last year, and was largest fall crop since 1943. Next spring's pig crop (to be marketed during following fall) is expected to be 13 percent above previous year, and to be largest since 1951.

Lamb.........Supplies of lamb, during coming months, will be up slightly over last year.

POULTRY:

Chicken.......Broiler supplies are running close to 15% above year ago. By end of February, increase is likely to be between 15 and 20%.

Turkey........will also be more plentiful than in January-March 1958. Some of turkeys produced from large late hatch of poults in 1958 will be marketed in early 1959, and will hold storage stocks at near record levels for that time of year.

Eggs..........Supplies will be heavy during next 3 months -- up as much as 5% over last year. More layers are on farms, and production per layer likely to be at new high.

DAIRY..........Milk production has now turned seasonally upward. Some increase in total milk output in 1959 is probable. Number of milk cows probably will not decline as sharply as in 1958, and rate per cow will most likely increase to new record high. For 1958, milk production fell a little short of record 126.4 billion pounds in 1957. With production off slightly, and total use of fluid milk at least equal to previous year, amount of milk used in factory products decreased slightly.

FRUITS:

Citrus.......Supplies of citrus for 1958-59 are expected to total 10% larger than last year's final outturn--shortened by freeze damage in Florida. In prospect are 12% more oranges, 7% more grapefruit, and approximately twice as many tangerines. But production of lemons is expected to be down 8%, and limes down by one-half.

Processed.....Smaller supplies are in prospect. Processors' stocks of canned single strength citrus juice, at Dec. 13, were down 56% from previous year; stocks of frozen orange concentrate were down 46% and lightest for date in several years.

Apples........Supplies will still be liberal, from a 1958 crop which was largest since 1950.

Tree Nuts.....Generous supplies of walnuts still available from 1958 crop 27% larger than previous year.

VEGETABLES:

Fresh.........Total winter production likely to be substantially larger than last winter, when freezes, excessive rains took heavy toll. Acreage estimate for 13 winter crops (which make up most of total winter tonnage) was 5% larger than last year. Dec. 1 estimates indicate materially larger winter supplies of celery, moderately larger supplies of lettuce. Supplies of number of other items -- including cabbage, sweet corn, cucumbers, green peppers, tomatoes -- also likely to be substantially larger than last year's light supplies. Artichokes, beets, cauliflower to be in smaller supply.

Canned........Supplies of canned vegetables available for distribution into mid-1959 are a little larger than last year, substantially larger than average. Supplies of green peas moderately larger than year ago, sauerkraut, tomatoes and most tomato products in materially heavier supply, snap beans up some. Supplies of canned corn substantially lighter than last year's heavy supplies; asparagus, beets, lima beans in lighter supply.

Frozen........Stocks of frozen vegetables moderately smaller than year ago, but above average.

Potatoes......Prospects are for continued heavy supplies through winter. Winter crop, in California and Florida, expected to be down 16% from last year, and early-spring producers plan acreage 19% smaller. But heavy supplies are available from the large fall crop. Dec. 1 holdings by growers and local dealers were largest for the date since 1950, 18% over last year.

Sweetpotatoes.Supplies expected to be about same as a year ago, from a crop about equal to previous year's.

FATS and OILS...Supplies will be plentiful: soybean crop had its best year yet, peanut crop flourished, lard output will be up close to 10% as hog slaughter increases.

RICE...........Supplies for marketing year beginning August 1958, are up 4% over previous year, because of larger crop. But large exports are in prospect, so the carryover July 31, 1959, while still moderately large, may be down a third.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is supporting these forthcoming industry food campaigns:

MID-WINTER POTATO CAMPAIGN	January 1 - 31
NATIONAL CANNED PEA PROMOTION ...	February 1 - 28
LET'S COOK UP A COOK-IN	February 1 - 28
GOOD BREAKFAST MONTHS	February 1 - March 31
MARCH EGG MONTH	March 1 - 31
CEREAL AND MILK SPRING FESTIVAL .	April 1 - 30
JUNE DAIRY MONTH	June 1 - 30